



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Contract # 1358298

Schedule Dates

08/23/12-08/31/12

Advertiser

Crossroads GPS (42237)

Agency

Mentzer Media Services (1381)

Product

POLITICAL ISSUE (ns) (1187)

Brand

CROSSROADS GPS 8/23 (468817)

Salesperson

TeleRep/DC, Washington DC (2995)

Sales Office

TeleRep Washington DC

Buyer Name

CLOYD, ELISE

Phone/Fax

/

CPE

1955

Account Types

National/Political Issue Agency BRD

Billing Type

Weekly/Irregular

Comments

CROSSROADS GPS 8/23

Date Entered

08/21/12

Last Modified

08/21/12

Entered By

Nancy Brutus

CO-OP

No

Headline

06289673

Demo

A35+R

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$7,582.50

Net Total

\$42,967.50

Sales Tax

West Palm Beach (WPEC)

By Broadcast Month

Aug. 2012 33

Sep. 2012 29

Grand Total: 62

\$33,090.00

\$17,460.00

\$50,550.00

Mentzer Media Services
600 Fairmount Ave
Ste 306
Towson, MD 21286

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 1.0	Unapproved (NewL) / SPOT	08/23/12-08/24/12	3	:30	9A- 10A (EST)	2			X	X				2	\$300.00	\$600.00	West Palm Beach (WPEC)		8/21/12
Est 2.0	Unapproved (NewL) / SPOT	08/23/12-08/24/12	3	:30	11A- 12P (EST)	2			X	X				2	\$415.00	\$830.00	West Palm Beach (WPEC)		8/21/12
Est 3.0	Unapproved (NewL) / SPOT	08/23/12-08/24/12	3	:30	4P- 5P (EST)	2			X	X				2	\$450.00	\$900.00	West Palm Beach (WPEC)		8/21/12
Est 4.0	Unapproved (NewL) / SPOT	08/23/12-08/24/12	3	:30	5P- 5:30P (EST)				1	1				2	\$600.00	\$1,200.00	West Palm Beach (WPEC)		8/21/12
Est 5.0	Unapproved (NewL) / SPOT	08/23/12-08/24/12	3	:30	5:30P- 6P (EST)				1	1				2	\$600.00	\$1,200.00	West Palm Beach (WPEC)		8/21/12
Est 6.0	Unapproved (NewL) / SPOT	08/23/12-08/24/12	4	:30	11:35P- 12:35A (EST)				2	2				4	\$340.00	\$1,360.00	West Palm Beach (WPEC)		8/21/12
Est 7.0	Unapproved (NewL) / SPOT	08/23/12-08/26/12	3	:30	11P- 11:35P (EST)	3			X	X	X		X	3	\$1,050.00	\$3,150.00	West Palm Beach (WPEC)		8/21/12
Est 8.0	Unapproved (NewL) / Prime	08/23/12-08/23/12	2	:30	10P- CBS Person of Interest (Thursday)				2					2	\$2,100.00	\$4,200.00	West Palm Beach (WPEC)		8/21/12
Est 9.0	Unapproved (NewL) / Football	08/24/12-08/24/12	2	:30	8P- Sports-CBS NFL					3				3	\$1,800.00	\$5,400.00	West Palm Beach (WPEC)		8/21/12
Est 10.0	Unapproved (NewL) / Football	08/25/12-08/25/12	2	:30	8P- Sports-CBS NFL						3			3	\$1,800.00	\$5,400.00	West Palm Beach (WPEC)		8/21/12
Est 11.0	Unapproved (NewL) / SPOT	08/26/12-08/26/12	2	:30	9A- 9A (EST)								2	2	\$300.00	\$600.00	West Palm Beach (WPEC)		8/21/12
Est 12.0	Unapproved (NewL) / SPOT	08/26/12-08/26/12	3	:30	5:30P- 7P (EST)								1	1	\$450.00	\$450.00	West Palm Beach (WPEC)		8/21/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Mentzer Media Services
600 Fairmount Ave
Ste 306
Towson, MD 21286

Contract # 13306790
Schedule Dates 08/23/12-08/31/12
Advertiser Crossroads GPS (42227)
Agency Mentzer Media Services (1381)
Product POLITICAL ISSUE (ns) (1187)
Brand CROSSROADS GPS 8/23 (468817)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name CLOYD, ELISE
Phone/Fax /
CPE 1955
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments CROSSROADS GPS 8/23

Date Entered 08/21/12
Last Modified
Entered By Nancy Brutus
CO-OP No
Headline # 06289673
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,582.50
Net Total \$42,967.50
Sales Tax

West Palm Beach (WPEC)
By Broadcast Month
Aug. 2012 33 \$33,090.00
Sep. 2012 29 \$17,460.00
Grand Total: 62 \$50,550.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 13.0	Unapproved (NewL) / SPOT	08/26/12-08/26/12	3	:30	7P- 8P (EST)								1	1	\$3,750.00	\$3,750.00	West Palm Beach (WPEC)		8/21/12
Est 14.0	Unapproved (NewL) / Prime	08/26/12-08/26/12	2	:30	9P- CBS-The Good Wife (Sunday)								1	1	\$1,500.00	\$1,500.00	West Palm Beach (WPEC)		8/21/12
Est 15.0	Unapproved (NewL) / Prime	08/26/12-08/26/12	2	:30	10P- CBS-The Mentalist (Sunday)								1	1	\$1,500.00	\$1,500.00	West Palm Beach (WPEC)		8/21/12
Est 16.0	Unapproved (NewL) / SPOT	08/27/12-08/29/12	3	:30	9A- 10A (EST)	3	X	X	X					3	\$300.00	\$900.00	West Palm Beach (WPEC)		8/21/12
Est 17.0	Unapproved (NewL) / SPOT	08/27/12-08/29/12	3	:30	11A- 12P (EST)	3	X	X	X					3	\$415.00	\$1,245.00	West Palm Beach (WPEC)		8/21/12
Est 18.0	Unapproved (NewL) / SPOT	08/27/12-08/29/12	3	:30	12P- 12:30P (EST)	3	X	X	X					3	\$525.00	\$1,575.00	West Palm Beach (WPEC)		8/21/12
Est 19.0	Unapproved (NewL) / SPOT	08/29/12-08/31/12	3	:30	4P- 5P (EST)	3			X	X	X			3	\$450.00	\$1,350.00	West Palm Beach (WPEC)		8/21/12
Est 20.0	Unapproved (NewL) / SPOT	08/27/12-08/31/12	3	:30	5P- 5:30P (EST)	3			X	X	X			3	\$600.00	\$1,800.00	West Palm Beach (WPEC)		8/21/12
Est 21.0	Unapproved (NewL) / SPOT	08/29/12-08/31/12	3	:30	5:30P- 6P (EST)	3			X	X	X			3	\$600.00	\$1,800.00	West Palm Beach (WPEC)		8/21/12
Est 22.0	Unapproved (NewL) / SPOT	08/27/12-08/29/12	4	:30	11:35P- 12:35A (EST)	2	2	2	2					6	\$340.00	\$2,040.00	West Palm Beach (WPEC)		8/21/12
Est 23.0	Unapproved (NewL) / SPOT	08/29/12-08/31/12	3	:30	11P- 11:35P (EST)	3			X	X	X			3	\$1,050.00	\$3,150.00	West Palm Beach (WPEC)		8/21/12
Est 24.0	Unapproved (NewL) / Prime	08/27/12-08/27/12	3	:30	10P- CBS-Hawaii Five-O (Monday)	1								1	\$1,800.00	\$1,800.00	West Palm Beach (WPEC)		8/21/12

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Mentzer Media Services
600 Fairmount Ave
Ste 306
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Agency Mentzer Media Services (1381)
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Est 25.0	Unapproved (NewL) / Prime	08/28/12-08/28/12	2	:30	10P- CBS-CBS News The Republican National Convention			1						1	\$1,800.00	\$1,800.00	West Palm Beach (WPEC)		8/21/12
Est 26.0	Unapproved (NewL) / SPOT	08/23/12-08/24/12	3	:30	12P- 12:30P (EST)					1	1			2	\$525.00	\$1,050.00	West Palm Beach (WPEC)		8/21/12

Accepted-Agency/Advertiser: _____ Date: _____
Accepted-Station: _____ Date: _____
Comments: _____

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Stephanie Maroney

do hereby request station time concerning the following issue:

Crossroads GPS (Grassroots Policy Strategies)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
LOPEC CONTRACT #1359298					

Total Charges: <u>\$50,550.00 (Cash)</u>
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This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005
Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 24 before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

6/18/12 Steve Law 703-299-1760
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected
Willie Roberts Willie Roberts Sales Director
Signature Printed Name Title



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: Crossroads GPS PARTY: _____

OFFICE/DESCRIPTION: Issue ELECTION DATE: 11/6/12

INQUIRY MADE BY: Elise Clapp
Candidate Manager Agency Committee (circle one)

ADDRESS: Mentzer Media Services
600 Fairmount Ave, Suite 306
Towson, MD 21286

PHONE: 410-825-7034 FAX: 410-321-9516

EMAIL: _____

Information Requested: Rates & Avail

Final Disposition: Order Placed \$5,850*

If Committee, list officers and position: Crossroads GPS

1404 New York Ave
Washington, DC 20005
Treasurer - Margee Chaney
BOARD CHAIRMAN - Steven Law
(703) 989-6167

TAKEN BY: _____ DATE: _____ TIME: _____